Appendix A
Taxi Upfront Fare Pilot Program Application Form
For Taxi Pilot Trips
August 5, 2022

The Taxi Upfront Fare Pilot Program (Pilot) allows Taxi E-Hail application (Taxi E-Hail App) providers to offer taxi customers the ability to book a taxi trip and pay a flat rate upfront fare, instead of paying the Taximeter amount at the end of the trip. Under the Pilot, the upfront fare offered to taxi customers through a Taxi E-Hail App must be based on the estimated Taximeter amount and is intended to closely match the cost to the customer of a trip fare based on the Taximeter rate.

The SFMTA will review completed applications and determine whether each applicant meets the SFMTA's requirements to provide Taxi Pilot Trips[1], as established in the August 5, 2022 Taxi Upfront Fare Pilot Program memo.

Applicant Information

Please Print Clearly			
Taxi E-Hail App Business Name:		Business Phone:	
Contact Person:		Phone:	
Mailing Address:			
Street Address if different than above:			

Affiliated Dispatch Service Business Name:		Business Phone:	
Contact Person:		Email:	
Affiliated Dispatch Service Business Name:		Business Phone:	
Contact Person:		Email:	

Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	

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[1] Any capitalized terms that are not otherwise defined herein shall have the meaning ascribed in the August 5, 2022 Taxi Upfront Fare Pilot Program memo.

Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	

Submission Instructions

The SFMTA will only consider completed applications submitted prior to September 15, 2022. By submitting an application, applicants acknowledge that they have read and understand the Pilot rules established in the August 5, 2022 Taxi Upfront Fare Pilot Program memo and, if approved, agree to comply with such rules. A completed application must include all application materials specified below to demonstrate an applicant's ability to comply with all corresponding Pilot rules.

Submit completed application form and required application materials by email to SFTaxi@sfmta.com with the subject: "Upfront Fare Pilot Program Application: Taxi Pilot Trips."

Application Agreement

By signing this application, the applicant verifies that all of the information provided in this application and the associated attachments is true and accurate and agrees that if approved, the applicant will comply with the Pilot rules and requirements, as they may be updated from time to time.	
Name of Applicant	
Signature of Authorized Representative	
Printed Name, Title and Date	

By signing this application, the undersigned Dispatch Service agrees, if the application is approved, to comply with the Pilot rules and requirements, as they may be updated from time to time.	
Name of Dispatch Service	
Signature of Authorized Representative	
Printed Name, Title and Date	

Application Materials

Applicants seeking participation in the Upfront Fare Pilot Program to provide Taxi Pilot Trips shall submit the following information:

1) Program Description: Written description of the applicant team (E-Hail App, Dispatch Services and Color Schemes), and its plan to offer Taxi Pilot Trips. The program description must include the following:
   a) Written evidence that each affiliated Dispatch Service and Color Scheme agrees to participate in the Pilot.
   b) Describe Taxi E-Hail App taxi customer functionality (e.g. how the Taxi E-Hail App will work from a taxi customer perspective).
   c) Describe the Taxi E-Hail App taxi driver functionality (e.g. how the Taxi E-Hail App will work from a taxi driver perspective), and any taxi driver training program.
   d) Submit sample images of how the upfront fare offer will be communicated to both taxi customers and drivers (e.g. what will the customers and drivers see on the app).
   e) Describe how the Taxi E-Hail App will ensure that the upfront fares for Taxi Pilot Trips will closely match the Taximeter rates.
   f) Describe whether the applicant will allow SF Paratransit customers the ability to book and pay for Paratransit taxi trips (which would also be considered Taxi Pilot Trips) through the Taxi E-Hail App using their Paratransit Debit Card as a payment method. If yes, describe the Taxi E-Hail App will integrate with SF Paratransit.
   g) Describe your plan to ensure that traditional taxi trips, including Paratransit taxi trips, will continue to meet the response time goals specified in Section 1102 of the Transportation Code, including any driver incentive and/or recruitment plans.
   h) Describe your plan to meet demand for Taxi Pilot Trips, including any driver incentive and/or recruitment plans.

2) Submit the schedule of fees charged to drivers for Taxi Pilot Trips

3) Submit proof that the required Pilot test data has been successfully submitted to SFMTA's taxi APIs and has been validated by SFMTA staff.

Staff Evaluation

Staff will review each application for completeness and responsiveness in the evaluation process and will provide written determination as to whether an applicant has demonstrated an ability to meet the Pilot application requirements. SFMTA staff may request additional information or clarification of information already provided from applicants and may provide an applicant the opportunity to revise or modify its application.

Date Application Received:_____

Staff Reviewer: _____

Evaluation checklist:

❑ Applicant has submitted a complete application

❑ The Taxi E-Hail App is SFMTA-approved

❑ All affiliates are in compliance with all applicable state and local rules and regulations regarding taxis, including Article 1100 of the Transportation Code.

❑ Applicant has submitted all required information included in Items 1 and 2 above

❑ Applicant has submitted required test data to SFMTA's taxi APIs

❑ Staff has validated that the test data has been received and complies with SFMTA's requirements

❑ Applicant has demonstrated an ability to comply with the Pilot application requirements.